

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Game Show Network LLC		11/16/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Harrah's Interactive Entertainment, Inc.		
Street Address:	One Caesars Palace Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2999068	WORLD SERIES OF BLACKJACK	
CORRESPONDENCE DATA			
Fax Number: (404)881-7777 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Email: betsy.perkins@alston.com Correspondent Name: Ginabeth B. Hutchison Address Line 1: 1201 West Peachtree Street Address Line 4: Atlanta, GEORGIA 30309-3424			
ATTORNEY DOCKET NUMBER:	024002/283656		
NAME OF SUBMITTER:	Ginabeth B. Hutchison		
Signature:	/Ginabeth B. Hutchison/		
Date:	01/14/2011		

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TRADEMARK
REEL: 004454 FRAME: 0767

Total Attachments: 1
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UNITED STATES SERVICE MARK ASSIGNMENT

WHEREAS, Game Show Network LLC, a Delaware limited liability company, located and doing business at 2150 Colorado Avenue, Santa Monica, California 90404 ("GSN") has adopted and used the service mark WORLD SERIES OF BLACKJACK (the "Mark"), and for which GSN owns Reg. No. 2999068;

WHEREAS, Harrah's Interactive Entertainment, Inc., a Delaware corporation located and doing business at One Caesars Palace Drive, Las Vegas, Nevada 89109 ("Harrah's") is desirous of acquiring all right, title, and interest in and to the Mark and the registration thereof, together with the goodwill connected with the use of and symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, GSN hereby assigns, transfers and delivers to Harrah's, all right, title and interest in and to the Mark, together with the goodwill connected with the use of and symbolized by the Mark.

Executed at Santa Monica, California, this 16 day of November 2010.

By: AW
Name: Ann J. Maron
Title: Vice President, Business +
Legal Affairs